

PLAN PROTESTS ON NEW TRAFFIC RULE

Validity of Regulation Forbidding Brilliant Lights to Be Tested.

By HARRY WARD.

Plans are being made to flood the District Commissioners with protests against the regulation forbidding the use of brilliant headlights contained in the new traffic regulations, which went into effect this week. A test case was made when Robert H. Martin, an automobile dealer, was arrested for violating the regulation and fined \$10 by Judge Pugh.

Martin, through his counsel, Walter E. Guy, has noted an appeal to the Court of Appeals, but it will be months before the case is reached, it is expected. In the meantime, motorists whose cars are equipped with either electric or acetylene headlights, are liable to arrest, a fact that is causing much uneasiness in motoring circles. Motorists point out that the regulation is unfair and works a great hardship on them. In such places as Rock Creek Park and various suburban roads much frequented by automobile drivers the claim is made that driving without headlights is exceedingly dangerous. "If the regulation is enforced it will mean numerous accidents," said Martin.

"Most of the new cars are equipped with dimming attachments, but according to the law these are of no use because the lamps have reflectors. I know of one dimming attachment that is used on at least twenty-five makes of cars and it has been passed favorably by officials in many cities throughout the country which have adopted regulations against brilliant headlights. However, the Washington authorities say we do not conform to the law when we use this attachment to dim our lights."

It is pointed out by motorists that in approaching other cars the drivers invariably turn down their lights. This is a courtesy every motorist should extend to fellow-drivers, and thus avoid the possibility of accidents.

Regarding the present crude rubber situation, H. S. Firestone, president of the Firestone Tire and Rubber Company, says:

"A sharp turn of war conditions may quickly relieve the present tie-up of navigation, but right now the situation is serious. It needs no deep analysis or investigative investigation to size up the crude rubber situation. Everything is on the surface, and everybody who reads the war news knows as much as the rubber manufacturers as to the state when regular shipments will start again. Here's the facts: Over 60 per cent of the crude rubber used in the United States comes from the Far East, via the Red sea and the Mediterranean. No merchant ships are allowed to cross these seas now, and we don't know when they will start. London, of course, has always been the main market for the high-grade rubber in stock there would not supply the American rubber manufacturers more than a week. Being shut off from the East, we must look to South America for our supply. Here we find only a few hundred tons in stock, because the Brazilian district has a steady market for all they have during their open season. When shipments start to come from the East, crude rubber prices will probably decline sharply."

R. A. Spillane, district manager of the Hupp Motor Car Company, spent several days here this week visiting C. M. Dow, the Hupp agent.

The Smith-Trew Motor Company reports the sale of Reo touring cars to the following: Mrs. O. E. Howe, Dr. George Heinecke, Wilmet W. Trew, Mr. Stevens, Mr. Matthews, Dr. Charles Hammett, and E. G. Loeffler.

James J. Flynn and R. L. Lockwood, factory representatives of the Willys-Overland Company, were in Washington this week inspecting the new salesrooms of the Harper-Overland Company.

C. E. Martling, of the Empire Automobile Company, Indianapolis, was among the week's visitors.

"Three years ago R. E. Olds brought out Reo the Fifth as his climax car," said R. C. Smith, of the Smith-Trew Motor Company. "It was his twenty-fourth model—the final result of his twenty-five years spent in car building. He announced that this car marked his limit. That car quickly attained an overwhelming demand. Now to keep pace with the times the Reo people have brought out a new series and judging from the interest it has attracted from motorists everywhere it promises to be one of the year's sensations."

Irvin T. Donohoe returned yesterday from a two-weeks automobile tour through Virginia. He reported the roads to be bad in many places.

Purchasers of Studebaker cars this week, as reported by the Commercial Automobile and Supply Company, included Col. Charles G. Treat, Col. C. A. P. Flager and W. G. Glick.

An announcement by the Goodyear Tire and Rubber Company, the effect of which all advances due to doubled cost of rubber were withdrawn August 19, roused much interest in motoring circles. The company announced it had secured sufficient rubber at former prices to warrant the withdrawal of the advances. As a result of the withdrawal of the advances the Goodyear factory branch here and Goodyear dealers throughout the city report numerous sales of Goodyear tires.

The Hupp Motor Car Company, of Detroit, represented here by C. W. Dow, has appointed W. C. Howard assistant sales manager and Charles E. Buck assistant advertising manager. The two appointees have had wide experience in their respective lines of work, and will assist Sales and Advertising Manager J. J. Mooney in building up the Hupp mobile selling organization.

AUTOMOBILES

Motorcycles and Accessories.

GASOLINE CARS.

Apperson Emerson and Orma
1407 H St. N. W.

Cadillac 1118 Conn. Ave.
Cook & Stoddard Co.

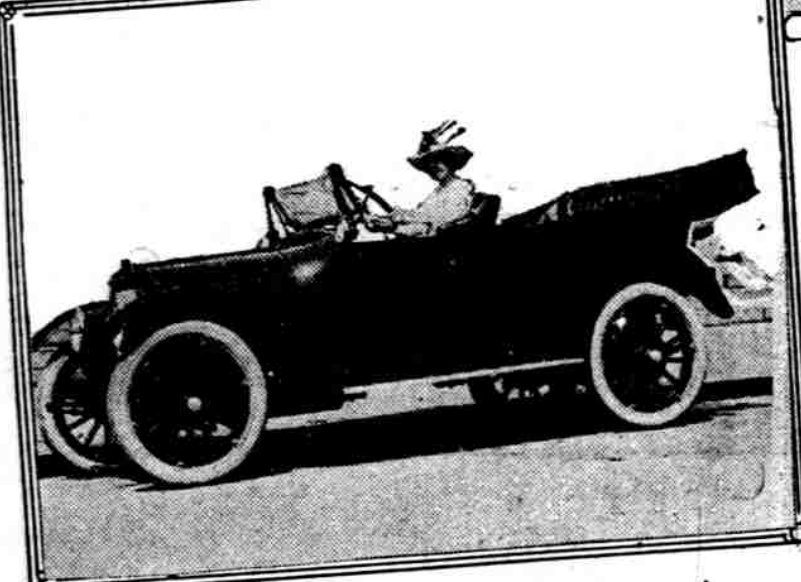
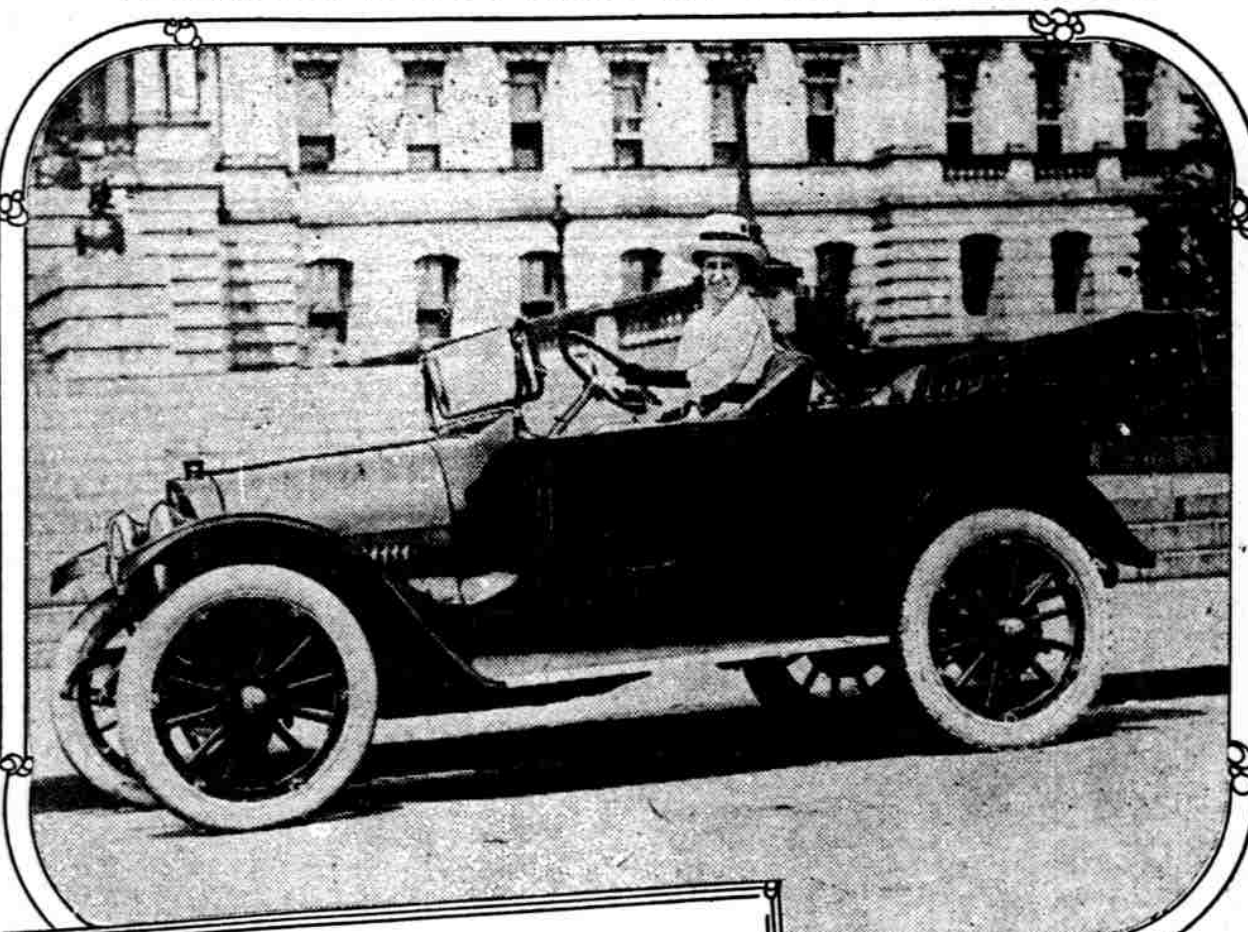
Studebaker Commercial
Auto & Supply Co., 111
14th St.

Baker Cook & Stoddard Co.
1118 Conn. Ave.

Detroit Electric Emerson and Orma
1407 H St.

ACCESSORIES,
National Electric Supply Co.,
1822-1826 N. W. Ave.

WOMEN DRIVERS IN NEW MODELS



Top—Mrs. O. E. Howe, at the Wheel of Her 1915 "Reo the Fifth."
Bottom—Mrs. R. H. Harper, Who Finds Much Pleasure in Driving a 1915 Model Overland Touring Car.

British Captain Has Latest American Car

It is an interesting fact that several months before the war cloud burst over Europe, King George of England sent Capt. C. B. Gaunt, of the royal navy, on a special mission to the United States. Captain Gaunt is now in Pittsburgh, investigating the various processes of manufacturing armor plate. One of his first places to call was upon the Studebaker dealer in that city, where he arranged for the garaging of his Studebaker "six," which he bought in London.

"Of course, I must have an American car," Captain Gaunt said. "Why?"

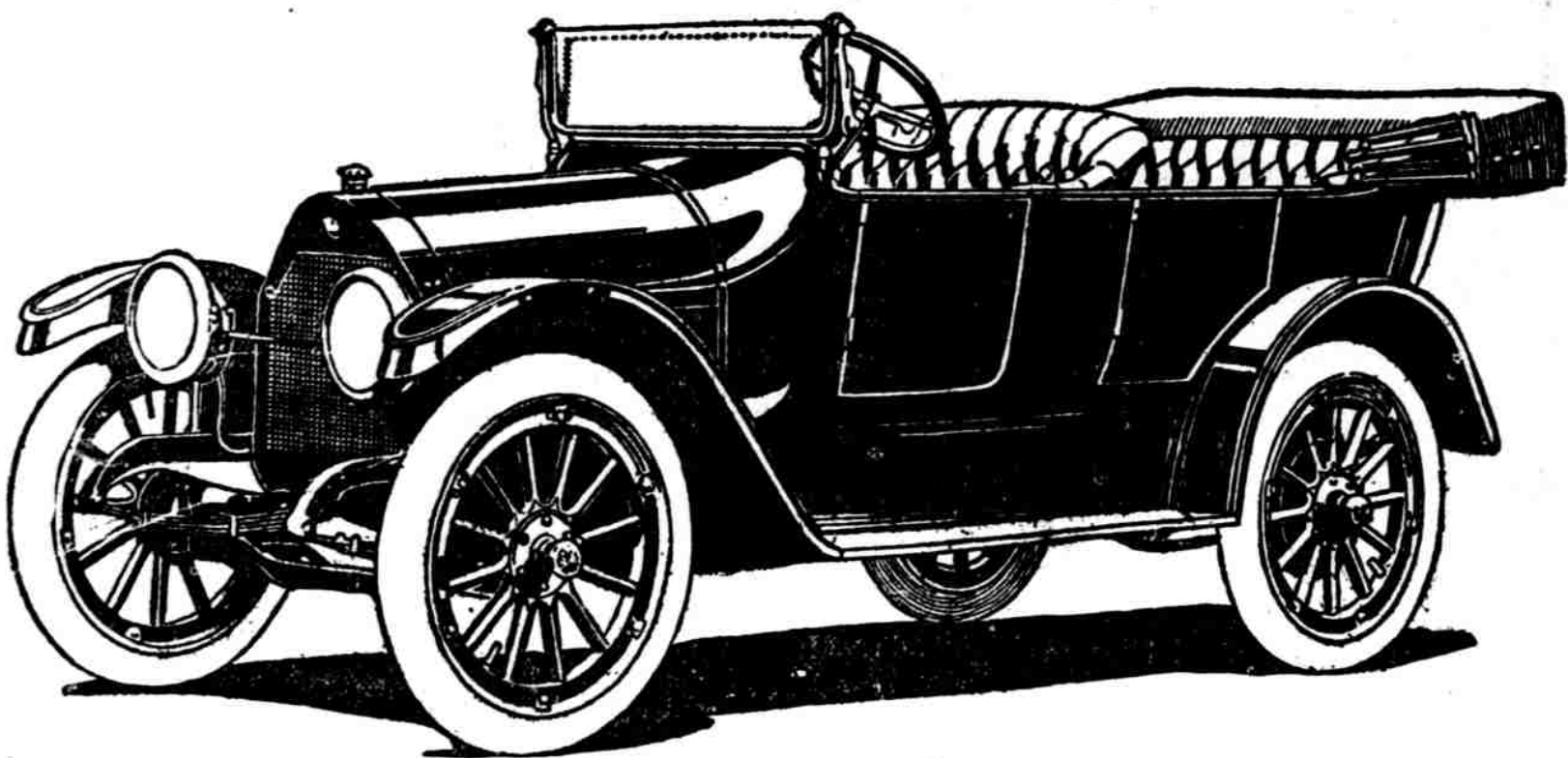
"Well, his majesty ordered me to, for one reason."

"Before I left he gave me instructions. 'Live as the Americans do,' he said. 'Make their ways your ways. Be sure to drive an American car.' So I bought a Studebaker, and brought it over with me."

"When I called to pay my respects to President Wilson, I drove to the White House in my Studebaker. You may be sure I called the President's attention to it, too. He laughed and said I had done the right thing, not only from the policy point of view, but from the motoring point, as well."

REO THE FIFTH

R. E. OLDS, DESIGNER



Another shipment of our 1915 allotment just arrived and now on our salesroom floor for inspection

Elegant finish—luxurious equipment—including electric starting and lighting system, with dimming attachment for headlights. Anti-Skid Tires on rear wheels.

\$1,175. Completely Equipped

F. O. B. Washington

Smith-Trew Motor Co.

829 14th St. N. W., Phone M 4507

MOTORISTS TO SEE AMERICA NEXT YEAR

Tremendous Development of Touring Predicted as Result of European War.

"It is my guess that in 1915 many Americans who annually motor abroad will become much better acquainted with their own country," commented John A. Wilson, president of the American Automobile Association, when he landed in New York this week after an exciting trip from Europe.

Wilson, who is a cousin of President Woodrow Wilson, went abroad several weeks ago, and was in the war zone for a week or more.

"Granted that we need many miles of real highway to get our road travelers to the scenic sections of the country, we are improving our arteries of transportation more substantially than is the case even in France, where its network of well-built roads will serve the country in the war as well as in peacetime," continued the head of the automobile organization.

"But even the foresight of a Napoleon could not look ahead to the automobile age, and so it is that the surfaces of the most famous French highways have worn away under the stress of the multiplied traffic of the past few years, a percentage of which has been supplied by road tourists from other countries, with the United States as the largest contributor. French highway experts are disgraced as to the best method of resurfacing, though it should be kept in mind that practically every French road has a base and is well drained."

"Great Britain has finally realized that there must be a more centralized control, carrying with it a positive provision for coherent direction of the trunk lines. Strange as it may seem, England has not followed France in a centralized control over a national system, but it has suffered from local control of portions of its most used roads. A per ton per mile basis is the only sure method of deciding upon the right kind of construction for picking out the main arteries connecting the various sections of a country. England's road board is recommending the establishment of a national system such as exists in France."

"While Germany has gone forward quite rapidly in road progress, it has not equaled either France or Britain, though it does possess travelable roads connecting all parts of the empire. Motor vehicles will figure largely in the mobility of the armies now in the field, and in this particular France unquestionably has an advantage over the other continental countries."

"That many Americans will take advantage of a year or so to remain in their home country while the war continues in Europe, means that they will become better acquainted with America and realize that its scenic wonders more than compare with what can be found abroad, and while they may find difficulty in reaching Yellowstone and getting within its gates; not yet thoroughly comfortable in viewing the snow-clad peaks of Glacier Park; limited in their motor opportunities in the Yosemite; and able to reach the Grand Canyon over the road only after a struggle, the interchange of road travelers by the various parts of the country will accentuate and accelerate the demand for improved roads and a proper participation by the Federal Government in accomplishing a work of the greatest value to the nation as a whole."

The English regiments also have found their motorcycle corps almost invaluable in mobilization work. These corps will be taken into the field to act as messengers and scouts.

CHANCE FOR U. S. TO SEIZE MOTOR TRADE

Can Get Automobile Business of World While Europe Wars, Says Willys.

The European war will act as a positive boost to American business in general and the automobile industry in particular, in the opinion of John N. Willys, president of the Willys-Overland Company, and the second largest automobile manufacturer in the world.

Willys has been making a study of conditions in Europe at close range and is thoroughly in touch with the situation both at home and abroad. "The call for army reserves throughout Europe has completely demoralized the industries on this side of the Atlantic," says Willys, who is now abroad, in a communication to his factory heads. "Many of the largest automobile factories practically have been unmanned. Only a small number of automobiles will be built in Europe until there is a cessation of hostilities and the warlike atmosphere has cleared."

In the meantime the entire field will be open to American motor manufacturers. There may be some difficulty in shipping cars to European ports, but the rest of the civilized world will be free from European competition and is America's for the taking. Once the people who have heretofore bought automobiles of foreign manufacture discover the superiority of American cars, Europe will never recede the field she has lost."

One of the leading officials of the Overland Company states that within the past few weeks Overland dealers have shown their faith in the future of the industry by materially increasing their contracts for cars for the coming season. "They are," he says, "close students of the market and are not misled by false optimism. We fully expect to sell 75,000 Overland cars during the next year."

Dodge Bros., Detroit, Mich., announce the practical completion of the immense assembling plant which has been added to the factory. This building is 876 feet in length and 70 feet in width, and four stories in height, and is constructed to withstand a floor strain of 300 pounds to the square foot. With the addition of this building the floor space of the factory which is to be devoted to the manufacture of the Dodge Bros. car is eighteen and three-quarter acres. As the Dodge Bros. car will not be an assembled proposition, but will be manufactured entire in the great Detroit plant, thousands upon thousands of men will be given employment. For many years Dodge Bros. have been known the world over as the leading manufacturers of automobile parts.

Shop on Motorcycles.
In England, it is said that the motorcycle is becoming popular among women for shopping.

CAR MUST BE GIVEN TIME TO 'FIND' SELF

Treatment During First Few Weeks May Determine Life of Automobile.

"The usage given a modern motor car in the first few weeks of its existence often determines the life of the car," says Charles F. Redden, sales manager of the Maxwell Motor Company.

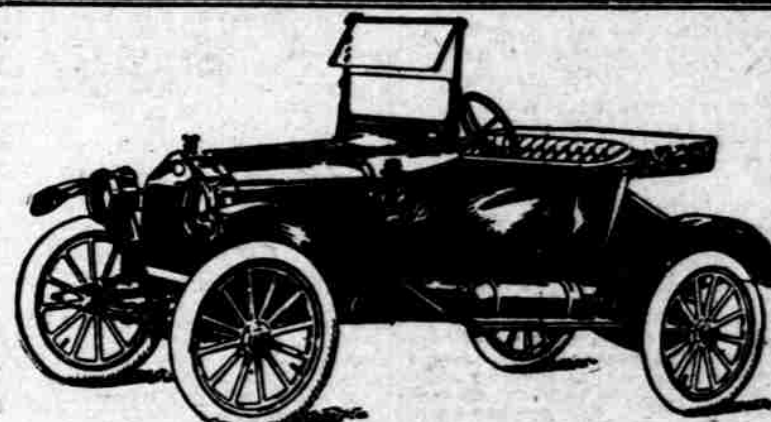
"Your automobile should be treated exactly the same as an experienced captain treats his new ship," he continued. "It should be allowed to 'find itself.' It depends entirely on your treatment of a car during the first few days or weeks of use whether it ever does 'find itself.' If not, its life will be short."

"An automobile is a thing of steel, iron and aluminum. When it leaves the factory it is necessarily stiff, despite the many tests given during the various stages of assembly. The body is rigidly welded together, and each chassis member is riveted to the frame, and the frame is almost as rigidly attached to the springs and axles."

"If properly handled each rivet will give a little, each joint take a little play and your automobile will become a flexible, yielding, noiseless thing. But drop her quickly into a chuck hole at full speed and the result will be the same as when you strike yielding stuff with a smart blow with a hammer. Something must break, since there is no time for it to give."

"It is wonder manufacturers get so few complaints about body construction and it is the most difficult thing in the world to explain to an owner that it was his fault and that cracks in a body never would have happened but for his own treatment of the car. But the chassis, as well as the body of an automobile, must be allowed to 'find itself' as must the more sensitive, more complex and more finely made motor."

"The man who races his new motor or drives it at speed under full load is to speak plainly, a fool, and he's incurring an expense account that will be appalling when it comes in. Of course, he never will blame himself. He will talk about the man who made the car."



METZ

NEW FORD DOOR MODEL

\$495 Completely Equipped
Stream Line Body Plate Glass Windshield
Left Hand Drive Gearless Transmission

Winner of the Glidden Tour, and every hill-climbing contest in the United States this year into which it has entered. Easily driven and ECONOMICAL.

The Best Single Piece of Automobile Value on Earth
Let us show you this exquisite car. Lady Demonstrator furnished.

Cartercar Sales Company, Inc.
Distributors

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Choose Tires More Carefully

THE tie-up of navigation has had a tremendous effect upon the rubber industry. The present situation offers great temptations to gather in whatever kinds of rubber are available.

The supply of the finer grades from South America, Island of Ceylon and other sources has been practically shut off.

Only the London and New York markets are now open. In these markets are large accumulations of "rejected stocks" and "off lots."

With such temptation to "take a chance" facing all tire manufacturers, we think it timely to remind car owners of this fixed Firestone Policy.

Under no conditions will the extra fine grade of rubber in Firestone Tires be lowered; and under no conditions will the extra volume of this fine rubber be reduced.

"Firestone"
Non-Skid and Smooth Tread **TIRES**

have won the confidence of the world by fifteen years of matchless performance, and you may be sure that nothing will induce Firestone builders to trifle with that record and reputation.

Remember that Firestone Tires are the tires that have never known an "off" season. There never has been a "bad lot" of Firestone Tires. There never will be. We would rather suspend manufacture than sacrifice quality.

Keep the cost per mile in mind and you'll demand Firestone Tires—

Most Miles per Dollar

It is no time to "experiment" when the temptation to use cheap rubber is twice as strong as usual. Your dealer has Firestones, or can get them at once. Be sure you get them.

Firestone Tire & Rubber Company

"America's Largest Exclusive Tire and Rim Makers"

824 14th St. N. W., Washington, D. C.

Akron, Ohio

Branches and Dealers Everywhere